

Statistics

Population (2003)

New York:	17,624,305	metro	(7.3% of total U.S. metro)
	<u>1,565,810</u>	non-metro	(3.1% of total U.S. non-metro)
	19,190,115	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

New York:	1,318,404 jobs	(12.7% of total New York employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

New York:	37,255	(1.7% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

New York:	206 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

New York:	\$3.1 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #26

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Dairy products	1,555,712	7.6
Greenhouse/nursery	333,689	2.3
Hay	113,348	2.4
Apples	110,319	7.2
Cattle and calves	107,510	0.3

Value of Agricultural Products Sold Directly to Consumers (2002)

New York: \$59.7 million
United States: \$812.2 million

Farmers Markets (2004)

New York: 270
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

New York: \$13.0 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

New York: 45,086 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in New York: 4
Total: 96

Marketing Products and Services

Specific to New York

Strategic Marketing In-service Workshop Held at Cornell

In December 2005, a workshop focusing on distribution mechanisms for small farmers was held at Cornell University. The Agricultural Marketing Service presented information on Federal

government resources available to small farmers.

Plans Completed for Interior Changes to Broadway Market

U.S. Representative Louise Slaughter officiated at a ceremony to unveil plans for the remodeling of the Broadway Market in Buffalo in March 2005. The new design includes a demonstration kitchen, which will be a fully licensed and certified facility that can be used by food entrepreneurs who need extra space to make their products, as an educational kitchen to teach food preparation, as a catering facility, and as a food demonstration center that will feature celebrity chefs and cooking classes. AMS worked with local stakeholders and Villa Maria design students to create a revitalized plan for this public market.

Potential for Small Farmer Wholesale Market in NYC

The Agricultural Marketing Service is collaborating in a study with the New York Department of Agriculture to determine the feasibility of developing a wholesale market in New York City where small farmers could sell product directly to restaurants, independent groceries, and institutions.

Public Market Conference Participation

Agricultural Marketing Service staff addressed the contribution of farmers markets to urban economic development and sponsored an exhibit on direct marketing development strategies at the "Great Markets, Great Cities" conference, held in New York City in November 2002.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$48,000 was awarded to the New York Department of Agriculture and Markets, in cooperation with the Glynwood Center, to explore opportunities for local producers to supply food and feed to New York City zoos and related tourist facilities, and to address constraints and infrastructural challenges to greater use of locally produced food at these venues.
- In 2003, \$33,740 was awarded to the New York Department of Agriculture and Markets, in cooperation with Cornell University, to assist northeast fruit and vegetable producers access selected Canadian markets through targeted market research and a trade mission.

Regional Interest

Direct Marketing Publication in Spanish

In response to the growing demand among producers and agricultural extension staff for direct marketing information in Spanish, AMS has published *Las Ventas Directas Hoy en Día: Retos y Oportunidades*, a Spanish-language version of its popular publication, *Direct Marketing Today: Challenges and Opportunities*, originally published in 2001.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from

AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms, published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.